

LK LIB-2017-00418 Alder 17  
Police

# City of Madison Liquor/Beer License Application

On-Premises Consumption:  Class B Beer     Class B Liquor     Class C Wine  
Off-Premises Consumption:  Class A Beer     Class A Liquor     Class A Cider

## Section A – Applicant

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

Yes (language: \_\_\_\_\_)

No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

Sí, lenguaje \_\_\_\_\_

No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 20 18.
3. List the name of your  Sole Proprietor,  Partnership,  Corporation/Nonprofit Organization or  Limited Liability Company exactly as it appears on your State Seller's Permit.  
MOD Super Fast Pizza (Wisconsin), LLC
4. Trade Name (doing business as) MOD Super Fast Pizza
5. Address to be licensed 2249 Zeier Road, Madison, WI 53704
6. Mailing address PO Box 6939, Bellevue, WA 98008
7. Anticipated opening date 08/24/17
8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?  
 No     Yes (explain) \_\_\_\_\_
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?  
 No     Yes (explain) MOD Super Fast Pizza, LLC

## Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

MOD Superfast Pizza is a fast-casual restaurant occupying an approx. 2800 square feet tenant space in an approx. 11,700 square foot multi-tenant retail building. Beer and Wine will be available in the dining room and on the exterior patio, directly connected to the MOD Pizza tenant space. Beer and wine taps are kept behind the Point of Sale counter. Bottled beer is available in a reach-in cooler adjacent to the Point of Sale counter. All bottled beers and kegs are stored in the employee back of house area, with no public access.

11.  Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.
12. Applicants for on-premises consumption: list estimated capacity Maximum Capacity is 119
13. Describe existing parking and how parking lot is to be monitored.  
Please see attached site plan from the Landlord's drawing set. The gray shaded area is the parking area for this building. We've labeled the MOD space space in red. MOD employees will monitor to ensure that alcohol does not leave the licensed premises.
14. Was this premises licensed for the sale of liquor or beer during the past license year?  
 No  Yes, license issued to \_\_\_\_\_ (name of licensee)
15.  Attach copy of lease.

### Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Krista Scott
17. City, state in which agent resides Brookfield, WI
18. How long has the agent continuously resided in the State of Wisconsin? 4 months
19.  Appointment of agent form and background check form are attached.
20. Has the liquor license agent completed the responsible beverage server training course?  
 No, but will complete prior to ALRC meeting  Yes, date completed \_\_\_\_\_
21. State and date of registration of corporation, nonprofit organization, or LLC.  
Wisconsin - 04/25/16

22. In the table below list the directors of your corporation or the members of your LLC.  
 Attach background check forms for each director/member.

Title	Name	City and State of Residence
Manager, Pres., & CEO	Scott Svenson	Medina, WA
SVP	Christopher Schultz	Issaquah, WA
Manager, CFO, Sec. & Treas.	Robert Barton	Sammamish, WA

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Corporation Service Company, 801 Adlai Stevenson Drive, Springfield, IL 62703

24. Is applicant a subsidiary of any other corporation or LLC?  
 No  Yes (explain) MOD Super Fast Pizza, LLC
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?  
 No  Yes (explain) MOD Super Fast Pizza has numerous locations in WI and across the US - See attached

**Section D—Business Plan**

26. What type of establishment is contemplated?  
 Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store  
 Convenience Store without gas pumps  Convenience Store with gas pumps  
 Other \_\_\_\_\_
27. Business description Fast casual pizza restaurant, serving salads, soft drinks, beer and wine.  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
28. Hours of operation 10:30am - 11:00pm
29. Describe your management experience MDD operates restaurants throughout the U.S., including Fitchburg, WI, New Berlin, WI, Pleasant Prairie, WI, and Shorewood, WI.
30. List names of managers below, along with city and state of residence.  
TBD - will be hired closer to opening date.  
 \_\_\_\_\_
31. Describe staffing levels and staff duties at the proposed establishment MOD will have approximately 30 squad members and one GM at this location. Employee duties include preparing the store for service, prepare ingredients, build and cook pizzas, clean, stock and sanitize store, and provide hospitality to guests.
32. Describe your employee training \_\_\_\_\_  
 All MOD Squad members go through circuit training, they are taught the basics of every position (order taking, pizza making, cash register, cooking, expediting, food prep, and dish). MOD uses a combination of hands on learning, training videos, and written training documents. All MOD locations serve only beer and wine. All MOD Squad members are expected to have a valid food handlers permit, and alcohol servers permit as required by state/county.  
 MOD policy is to have only permit holding employees working the cash register where drinks are poured/served. The MOD Squad is trained to card every customer who orders an alcoholic beverage.

33. Utilizing your market research, describe your target market.

Target Market is Professional Adults and Families .

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34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Advertisement via digital, possible mailers, in store signage.

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Products advertised: Pizzas, Salads and Occasional Shakes and beer/wine.

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35. Are you operating under a lease or franchise agreement?  No  Yes \*Operating under a lease. No franchise agreement.

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?

No  Yes N/A

### Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment?  No  Yes—what kind? \_\_\_\_\_

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38. What age range do you hope to attract to your establishment? All ages. This is a family establishment.

39. What type of food will you be serving, if any? \_\_\_\_\_

Breakfast  Brunch  Lunch  Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?

Appetizers  Salads  Soups  Sandwiches  Entrees  Desserts  
 Pizza  Full Dinners

41. During what hours of operation do you plan to serve food? Food will be available during all hours of operation.

42. What hours, if any, will food service not be available? N/A

43. Indicate any other product/service offered. N/A

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44. Will your establishment have a kitchen manager?  No  Yes

45. Will you have a kitchen support staff?  No  Yes

46. How many wait staff do you anticipate will be employed at your establishment? No wait staff

During what hours do you anticipate they will be on duty? \_\_\_\_\_

47. Do you plan to have hosts or hostesses seating customers?  No  Yes

48. Do your plans call for a full-service bar?  No  Yes  
 If yes, how many barstools do you anticipate having at your bar? N/A  
 How many bartenders do you anticipate having work at one time on a busy night? N/A
49. Will there be a kitchen facility separate from the bar?  No  Yes  
N/A
50. Will there be a separate and specific area for eating only?  
 No  Yes, capacity of that area \_\_\_\_\_
51. What type of cooking equipment will you have?  
 Stove  Oven  Fryers  Grill  Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  
 No  Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 100%
54. If your business plan includes an advertising budget:  
 What percentage of your advertising budget do you anticipate will be related to food? 90%  
 What percentage of your advertising budget do you anticipate will be drink related? 10%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  No  Yes
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  No  Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:  
5% % Alcohol 95% % Food \_\_\_\_\_ % Other
58. Do you have written records to document the percentages shown?  No  Yes  
 You may be required to submit documentation verifying the percentages you've indicated.

### Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted.  No  Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting.  No  Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session.  No  Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting.  No  Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting.  No  Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.  
 No  Yes

MOD Super Fast Pizza (Wisconsin), LLC  
Written Description of Premises for  
MOD Super Fast Pizza  
2249 Zeier Road  
Madison, WI 53704

The building is a one story building. Food and alcoholic beverages will be sold and consumed throughout the restaurant public area and adjacent outdoor seating area. The alcohol will be stored in a controlled and locked storeroom located in the storage area at the back of the store as marked on the attached floor plan. See the attached floor plan depicting the entire restaurant, including the interior and outdoor seating areas.